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ABSTRACT

Because of television, advertising, and the Internet, the primary literacy of the 21st century will be visual. It is no longer enough to read and write text--students must learn to process both words and pictures. They must be able to move fluently between text and images, between literal and figurative words. This book examines the effect on education of a primarily visual world. The book provides guidance on many topics, including: a definition and history of visual literacy; the uses of different typefaces and fonts; the effect of color; using visuals to welcome students; a new approach to presentations; and combining real and visual worlds. According to the book, teaching visual literacy can enhance student learning in K-12 classrooms and also improve students' options in the workplace. The book contends that an image-rich curriculum can reach more students and teach them more quickly and meaningfully than traditional written student reports and text-based verbal instruction ever could. (Includes endnotes for each chapter. Contains a 43-item bibliography.) (NKA)

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